

Message Text

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ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 AGRE-00 USIA-15 PA-02
PRS-01 CIAE-00 INR-07 NSAE-00 /046 R

DRAFTED BY COM/OIM/AUSTRALASIA/HRSTRINGER/CJ
APPROVED BY EA/EP:DHSTEBBING
COM/OIM/AUSTRALASIA/LPSILLOWAY
COM/OIM/SAD/WALE
CM/OIM/PD:CAGENDREAU COM/O
EB/OCA/CD:EMSACCET
EA/ANP:TWAJDA
EA/ANP:WGALLAGHER

-----116390 090925Z /20

R 082320Z DEC 77
FM SECSTATE WASHDC
TO AMCONSUL SYDNEY
AMEMBASSY WELLINGTON
AMEMBASSY PORT MORESBY
INFO AMCONSUL AUCKLAND
AMCONSUL BRISBANE
AMEMBASSY CANBERRA
AMCONSUL MELBOURNE
AMCONSUL PERTH

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E.O. 11652:N/A

TAGS: BEXP, AS, NZ, PP

SUBJECT: U.S.I.M.C. FY-1979 FORWARD EVENT SCHEDULE

REF: (A) STATE 271911, (B) PORT MORESBY 1654,
(C) WELLINGTON 05197, (D) SYDNEY 2203 (NOT SENT PORT
MORESBY), (E) SILLOWAY/ZETTLER TELCON NOV. 14, 1977,
(F) USDOC 21903
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1. USDOC APPRECIATES USEFUL COMMENTARY RE FY-1979 EVENT
SCHEDULE REF (A) CONTAINED IN REFS (B, C, AND D).
2. RE REF (B), PARA 2 AND 3. USDOC AGREES FOOD
PROCESSING AND PACKAGING VTR CATALOG SHOW WOULD BE
APPROPRIATE EVENT FOR PAPUA NEW GUINEA AS WELL AS

NEW ZEALAND AND WILL EXAMINE POSSIBILITY OF SCHEDULING THIS EVENT THERE AS SOON AS FILM AVAILABILITY IS DETERMINED. IN ALL EVENTS STAGED BY THE SYDNEY IMC WE PLAN TO OFFER REPPIND PROGRAM TO NTM PARTICIPANTS AND CHANNEL THEM THROUGH PAPUA NEW GUINEA AND NEW ZEALAND TO EXPLORE MARKETING POTENTIALS IN THESE COUNTRIES WHEN VIABLE.

3. RE REF (D) SUGGESTED PARTICIPATION IN AUSTRALIAN MICROGRAPHICS CONGRESS/EXHIBITION OCTOBER 1978 BUT

PRECEDED REF (E) TELCON IN WHICH IT DECIDED THAT BUSINESS EQUIPMENT AND SYSTEMS THEME WOULD CONSTITUTE IMC OPENING EVENT. WE CONSIDER MICROGRAPHICS PART OF OPENING EVENT THEME. THEREFORE PARTICIPATION IN OCTOBER 1978 MICROGRAPHICS EXHIBITION APPEARS INAPPROPRIATE. UNFORTUNATELY WE CANNOT PARTICIPATE IN THE INTERNATIONAL MINING AND EXPLORATION EXHIBITION IN FEBRUARY 1979 AS THIS EVENT CONFLICTS WITH USDOC OFFSITE BEING STAGED IN JAKARTA IN APRIL 1979. COMPETING WITH SAME PART OF THE WORLD POSES SIGNIFICANT PROCUREMENT CONFLICT. MCGEACHIE SURVEY OF FEBRUARY 1977 STRONGLY RECOMMENDED AN EXHIBITION OF PLASTICS PROCESSING MACHINERY IN ADDITION TO EXPANDING THEME TO RUBBER PROCESSING EQUIPMENT. THIS IS PRIME RATIONALE FOR SCHEDULING THIS EVENT IN LATE FEBRUARY 1979. IF IMC PREFERS "OUTDOOR LEISURE EQUIPMENT" OR "DO-IT-YOUR-SELF PRODUCTS" THEME IN PLACE OF PLASTICS PROCESSING UNCLASSIFIED

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EQUIPMENT IN MARCH 1979 TIME-FRAME PLEASE PROVIDE PLANNING INITIATION PROFILES TO SUPPORT THIS PREFERENCE. WE REMIND IMC THAT MAY 1977 LEISURE SHOW REQUIRED INORDINATE AMOUNT OF PROCUREMENT EFFORT WITH MODERATE FINAL SHOW RESULTS. DOES IMC HAVE VARIATION OR SAME THEME IN MIND? NOTE REF (D) DID NOT MENTION IMC OFFSITE OF COMPUTERS AND RELATED EQUIPMENT AND BUSINESS MACHINES SCHEDULED LATE MARCH EARLY APRIL 1979. ASSUME THEREFORE THIS EVENT SATISFACTORILY SCHEDULED. AS WE NO LONGER CONSIDERING BIOMEDICAL AND HEALTH CARE EQUIPMENT FOR IMC OPENING EVENT, WE HAVE INCLUDED THIS THEME AS AN IMC ALTERNATE.

4. RE REF (C) PARA 6. WE PLAN TO INCLUDE AS PARTICIPANTS IN THE TIMBER INDUSTRY MISSION TO PAPUA NEW GUINEA, NEW ZEALAND, AND AUSTRALIA, MANUFACTURERS OF PULP, PAPER, AND OTHER FINISHED OR SEMI-FINISHED PRODUCTS.

5. FY 79 PLANNING INITIATION PROFILES HAVE BEEN FORWARDED TO ADDRESSEE POSTS.

6. TO RECAPITULATE: THREE IMC OFF-SITE EVENTS ARE PROPOSED FOR FY-1979: LATE MARCH EARLY APRIL 1979: COMPUTERS AND

RELATED EQUIPMENT AND BUSINESS MACHINES (SYDNEY, SOLO);
JULY 1979: AIEE. U.S. PAVILION, MELBOURNE. AUGUST 1979:
FISHEXPO. U.S. PAVILION. PERTH. THREE ON-SITES ARE
PROPOSED FOR FY-1979: NOVEMBER 1978. TELECOMMUNICATIONS.
LATE FEBRUARY 1979. PLASTICS AND RUBBER PROCESSING
MACHINERY. SEPTEMBER 1979. AUTOMOTIVE EQUIPMENT.
SPECIAL ACTIVITIES DIVISION EVENTS IN REGION: OCTOBER 1978.
HOTEL, MOTEL, AND RESTAURANT EQUIPMENT. AUSTRALIA,
NEW ZEALAND. OCTOBER 1978 OR WHEN AVAILABLE: VTR CATALOG
SHOW. FOOD PROCESSING AND PACKAGING, AUSTRALIA, NEW
ZEALAND, PAPUA NEW GUINEA.

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FEBRUARY 1979: CATALOG SHOW. FISHING EQUIPMENT. SEOUL,
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PAPUA NEW GUINEA, NEW ZEALAND. MARCH 1979: TRADE MISSION.
TIMBER INDUSTRY MACHINERY. PAPUA NEW GUINEA, AUSTRALIA,
NEW ZEALAND.

7. IF IMC DESIRES FOLLOW-UP DISCUSSION RE THIS CABLE,
MOST EFFECTIVE APPROACH WOULD BE IMC PLACE CALL TO
COUNTRY MARKETING MANAGER AND STRINGER AT OFFICE TO
ASSURE FULLEST RESPONSE. CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 08-Dec-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE293602
Document Source: CORE
Document Unique ID: 00
Drafter: OIM/AUSTRALASIA/HRSTRINGER/CJ
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770458-0465
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771276/aaaacmpv.tel
Line Count: 144
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6bba2308-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 271911, 77 PORT MORESBY 1654, 77 WELLINGTON 5197, 77 SYDNEY 2203
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 18-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 303811
Secure: OPEN
Status: NATIVE
Subject: U.S.I.M.C. FY-1979 FORWARD EVENT SCHEDULE
TAGS: BEXP, AS, NZ, PP
To: SYDNEY WELLINGTON MULTIPLE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/6bba2308-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009